

MAY 17 2010

Application Serial No. 10/552,956
Reply to office action of January 15, 2010PATENT
Docket: CU-4462**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application: Sang Won PARK et al.] Art Unit: 3622
Serial No: 10/552,956] Ex.: Uber, Nathan C.
Filed: October 14, 2005]
For: A METHOD OF INTRODUCING ADVERTISEMENTS AND PROVIDING
THE ADVERTISEMENTS BY USING ACCESS INTENTIONS OF
INTERNET USERS AND A SYSTEM THEREOF

Certification under 37 C.F.R. §1.8(a)

The USPTO Central Fax No. (571) 273-8300

Date of Fax Transmittal: May 17, 2010

I hereby certify that this paper (along with any paper referred to as being
attached or enclosed) is being transmitted to the United States Patent and Trademark
Office to the fax number and on the date indicated above.


Ben Horton**AMENDMENT UNDER 37 CFR 1.111****Mail Stop Amendment**

The Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Sir:

In response to the office action dated January 15, 2010, the applicants submit
the following responsive amendment in the above-identified application. This
amendment is considered to place the application in better condition for allowance.

Also enclosed is the Request for One-Month Extension of Time, thereby
extending the end date of the current term to May 17, 2010, accompanied by the
authorization to charge the fee of \$130.00 (large entity) to Deposit Account No. 12-0400.
No other fee is believed to be required, but, if this is not the case, please charge any
additional fee or credit any overpayment to Deposit Account No. 12-0400.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims, which begins
on page 3 of this paper.

Remarks/Arguments begin on page 18 of this paper.

Page 1 of 22